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ABSTRACT

This curriculum guide describes a course offered to grade 11 and 12 students in production and display workshop. The course is designed to give artistically talented students opportunites to serve community and school through the production of such varied visual aids as signs and posters, sculpture, and displays. This is an education by agreement course in which the student agrees to accept increased responsibility for his learning and the school relaxes its role of constant supervisor. The art teacher gives assistance, evaluates the product, and determines the amount of credit the project warrants. Listed within the guide are: course objectives, a description of course content, and a section on course requirements. A short bibliography which includes books and periodicals concludes the document. (OPH)

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AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

SD 006153

Art Education

PRODUCTION AND DISPLAY WORKSHOP

POS 6699.01

DADE COUNTY PUBLIC SCHOOLS

DIVISION OF INSTRUCTION • 1971

ED 079225

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PRODUCTION AND DISPLAY WORKSHOP

POS 6699.01

ART EDUCATION

Written by: Thomas F. Popovich

for the

Division of Instruction

Dade County Public Schools

Miami, Florida

1972

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I. COURSE TITLE

Production and Display Workshop

II. COURSE NUMBER

Pos 6699.01

III. COURSE DESCRIPTION

Credit is given for performance using one's artistic ability in service to the school and community. The art teacher will give assistance, evaluate the product and determine the amount of credit that the service warrants. This is an education by agreement course in which the student agrees to accept increased responsibility for his learning and the school consents to relax its role of constant supervision.

IV. COURSE ENROLLMENT GUIDELINES

Grades 11 and 12.

Students should have had completed courses in poster making, lettering, and commercial art techniques to enable them to handle the production aspect of the course.

V. COURSE RATIONALE

All schools and communities at one time or another require the services of someone with artistic talents or skills. These services range from signs and posters, fine art painting and sculpture to the physical endeavors of displaying various creations. This course is designed to provide these services.

VI. COURSE OBJECTIVES

At the completion of this course the student will:

A. Use his skills in serving his

1. School

a. Individual teachers

b. Administration

c. Student activities

d. Student government

e. Library and staff

f. Athletic events

g. Social functions

h. Audio-visual department

i. Closed circuit T.V. station

j. Publications

k. Fine arts department

l. School display areas and bulletin boards

m. P.T.A.

2. Community

a. Civic groups

b. Civil governments

c. Business

d. Religious groups and clergy

e. Health and medical organizations

f. Cultural organizations

g. News media

h. Other schools and universities

i. Special groups

B. The student will demonstrate his ability to accept a greater share of responsibility for his school credit.

C. The student will develop a criteria for self evaluation that will be acceptable to the course standards.

D. The student will produce art work of marketable quality.

VII. COURSE CONTENT

A. At the start of the course several student-teacher conferences should be held to inform the student:

1. What is required for credit
2. Which sets of objectives he is to accomplish
3. What services are needed (and to allow the teacher to counsel him on their selection)
4. What evaluation procedures, standards and type of credit he may earn
5. What resources, materials and facilities are available to him and the extent of aid to be received from the teacher
6. What time deadlines are to be met and the limitations of the course

B. After the initial student-teacher conferences, the student will be given a number of teacher-selected service projects to be completed to enable the student to orientate himself to the various tasks of the course. These may include:

1. Posters
2. Calendars
3. Package designs
4. Labels
5. Letterheads
6. Banners
7. Murals
8. Bulletin board designs
9. 3-Dimension displays

C. As the student adjusts to the situation, he can be given a list of school needs which he may:

1. Research and determine which methods would be most effective in solving that need
2. Choose an appropriate media
3. Complete the necessary projects and report to the teacher for critique and evaluation

D. The more the student progresses the more he can be turned loose to discover other school needs and problems and then render his services.

e. When the student has mastered his role, he may then look for other problems that need his services in the community.

f. At the completion of the course the student and teacher will review and pass final evaluation of his work, list services rendered by him, note those that need further effort, and pass upon the student the appropriate credit that he earned.

VIII. COURSE REQUIREMENTS

A. These guidelines should be observed by the teacher:

1. A complete progress report on the student's status throughout the course. This will include:
   a. A daily or weekly critique-evaluation grade or report
   b. A project progress grade or report
   c. A project completion grade or report
2. Communication with the school and community to inform them of the course offerings and the services available and enlist their aid in working with the students

3. Organization and scheduling of:

   a. Conferences

   b. Deadlines or time allotments

   c. Interviews with school and community personnel that the course will service

   d. Evaluation and time factors

4. Providing the student with the necessary information, material, media and facilities to complete the projects, and to spread the costs of the projects between the student, the school and the organization for whom the services are rendered

5. Setting up standards and evaluation that will be acceptable to the student, school and those who will be serviced

6. Counselling of the student to determine his strengths and weaknesses and aiding him in the selection of projects that he can complete successfully

7. Completion of all forms and requisitions required by the school

B. In order to gain credit for this course, the student must fulfill these obligations:

1. Set up a work period or program to budget his time for the course and his other activities
2. Offer his services to all school organizations in need of them and which are acceptable to the teacher and the school
3. Complete projects according to the standards agreed upon and time limitations
4. Provide himself with his own personal working tools (pencils, brushes, etc.) to enable him to be independent in his work schedule as related to that of the teacher
5. Provide the teacher with a reliable work-time sheet to aid in the evaluation of a project
6. Determine what kind of credit he wishes to earn within the course structure
7. Accept the responsibility of working without teacher supervision, in or out of the classroom, at school or at home, and being accountable for his progress

C. The school's obligation will be to grant credit to the student at the end of the course for the services he has rendered successfully.

D. Those organizations and individuals who receive the services of the student in his course can help by:

1. Accepting the cost of the materials for projects which they requested and received
2. Informing the student, teacher and school of their needs
3. Being willing to assist in the evaluation and development of the student and the standards of the course

IX. RESOURCES

A. Books

Ballinger, Raymond A., Lettering Art in Modern Use, New York: Reinhold, 1965.

Gates, David, Lettering for Reproduction, New York: Watson-Guptil Publications., 1969.

Maurello, S. Ralph, Commercial Art Techniques, New York: Tudor Publising Company, 1952.

Cardamone, Tom, Advertising Agency and Studio Skills: a Guide to the Preparation of Art and Mechanicals for Reproduction, New York: Watson-Guptil Publications, 1959.

Kinghan, Charles R., Rendering Techniques for Commercial Art and Advertising, New York: Reinhold Corporation, 1957.

Baker, Stephen, Advertising Layout and Art Direction, New York: McGraw-Hill, 1959

Coplan, Kate, Poster Ideas and Bulletin Board Techniques for Libraries and Schools, New York: Oceana Publications Inc., 1962.

Ernst, James A., Draw the Line, Fine and Commercial Art, New York: Reinhold Publishing Corporation, 1962.

B. Periodicals

Advertising Age

Art Direction

Graphics

Media/Scope

Printers Ink

Sponsor